

**ABSTRACT**

The invention relates to polyolefin materials, in particular fibers, and/or filaments, and/or nonwovens, and/or nonwoven products made from at least one polyolefin and a melt additive containing a fatty acid ester, wherein a subsequent activation of the fatty acid ester contained in the melt additive occurs on the surface of the polyolefin materials by applying a formulation, which contains a silicone compound and a quaternary ammonium compound.